



BankWest

CASE STUDY : MULTIMEDIA CD ROM



BankWest does not shy away from the fact that its first association with the Vivid Group was under exceptionally trying circumstances.

FOR MORE INFORMATION, CONTACT US ON 1800 632 341

Although just a small – but very significant – project, its initial commission gave BankWest the ideal opportunity to test Vivid’s expertise and ability to produce a quality product within an exceptionally tight deadline and budget.

“BankWest tests professionalism under pressure”

- Scott Waters, Marketing Manager

Within the space of just three weeks, BankWest's marketing manager met with Vivid, outlined the need for the production of a CD Rom and requirement for it to be scripted, developed from concept stages and available for use at a high profile industry event.

Giving 100 per cent attention to the time restricted outcome, Vivid ensured the CD Rom which introduced LendNet to mortgage brokers reflected the respected and leading image BankWest had developed with its target audience and was both relevant and dynamic.

BankWest attribute the success of the LendNet CD Rom to not only Vivid's expertise but perhaps more importantly, the company's transparent way of operating. From the onset, Vivid acknowledged the need to develop a strict timeline, detailing tasks for itself and BankWest to complete to ensure the deadline was met. Periodic updates during the project gave BankWest the confidence to believe the job would be completed on time and within budget.

Having no experience in the production of CD Roms, BankWest's marketing manager found this approach of constant status reports and Vivid's "ownership commitment" comforting, allowing him to concentrate on other important requirements for the industry launch event and his day-to-day tasks.